



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/12 thru 03/18.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Mar 12, 2021

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	19.1% of 29,200 outlets		28.4% of 29,200 outlets		40.6% of 29,200 outlets	
Special Rate ^{4/}	0.2%		1.2%		5.3%	
Activity Index ^{2/}	9,703		12,426		15,019	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	28	1.69	28	1.69		
" - Toms	28	1.69	28	1.69		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	36	2.82	48	2.74	999	1.46
Frozen	101	1.67	157	1.78		
Split, bone-in						
Fresh						
Rotisserie	682	7.99	11	7.99	416	8.08
Boneless, whole	70	4.59	68	5.99	69	4.99
Cutlets	165	4.82	372	4.99		
Cutlets, thin sliced						
Strips						
Tenders	10	4.99			62	4.66
Marinated Tenders	577	4.71	1,115	4.68		
Drumsticks	125	1.78	12	1.99	10	1.29
Thighs						
Wings	12	1.99	109	1.67	43	1.49
Necks			26	1.18		
Smoked Drumsticks			92	2.69	92	2.19
Smoked Wings	43	1.99	135	2.58	102	2.01
Smoked Necks			92	2.69		
GROUND TURKEY:						
	6,834	3.77	8,899	3.66	11,566	3.31
Patties	433	3.60	681	3.98	794	3.84
Sausage	687	3.92	2,277	3.70	380	3.92
85% lean	2,072	3.20	1,981	3.16	961	2.68
93% lean	2,682	3.72	3,635	3.70	8,858	3.19
Breast	960	5.06	325	5.47	573	5.02
Rolls (frsh/frz 1 lb.)	610	2.22	455	2.30	28	2.10
Specialty ^{5/}						
Patties	24	4.24	81	4.99	158	4.99
93-94% lean	324	4.00	698	4.80	1,187	4.60
Breast	34	5.00			287	5.82

Note: rolls & specialty not included in ground turkey total and weighted average.

Source: USDA Livestock, Poultry, & Grain Market News;

<http://www.ams.usda/market-news/livestock-poultry-grain> :

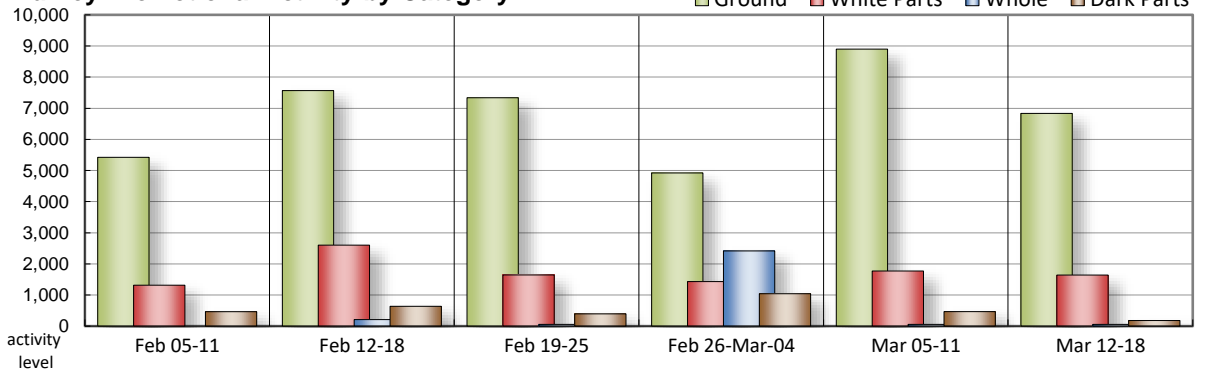
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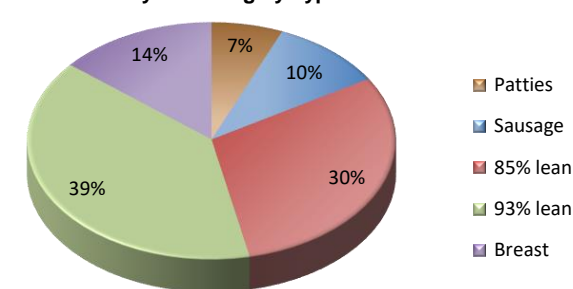
1 of 7

Turkey feature activity eases with much attention focused on the upcoming St. Patrick's Day. A scattering of Easter incentive programs are underway which include whole turkeys and bone-in breasts, along with other proteins typically associated with the occasion. Whole bird and bone-in breast offers are very limited. Rotisserie breasts have a stronger showing in one region. Cutlets and tenders garner less circular space. Although, enticing prices are found at some locations. Dark parts retreat into the shadows, going barely noticed. Grinds are less active with 85% and 93% leans grabbing most of the spotlight. Patties, ground breast, rolls, and most of the specialty grinds are better valued. Deli activity is nearly unchanged from a week ago. Thick and thin turkey slicing meats are viewed at lower prices.

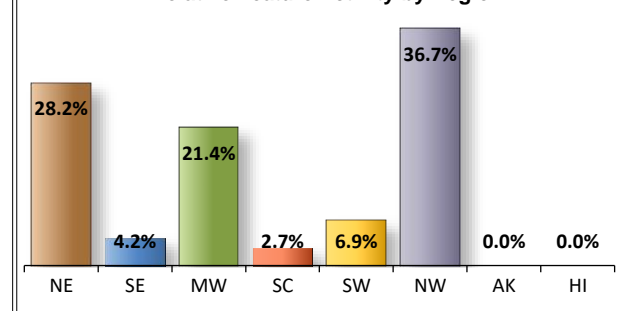
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/}	33.8% of 5,500 sampled outlets			10.6% of 7,400 sampled outlets			25.8% of 6,100 sampled outlets		
Activity Index ^{2/}	0.0% of stores w/ no-price promotions			0.2% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
	Activity Index = 3,890			Activity Index = 783			Activity Index = 2,680		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	1.69	24 1.69		1.69	4 1.69				
" - Toms	1.69	24 1.69		1.69	4 1.69				
PARTS:									
Breast:									
Bone-in, whole									
Fresh							2.49	12 2.49	
Frozen	1.59 - 1.69	85 1.62		1.69	4 1.69		1.99	12 1.99	
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole	3.99	24 3.99		3.99	4 3.99		4.99	42 4.99	
Cutlets	3.99 - 4.99	151 4.83		3.99	4 3.99		4.99	10 4.99	
Cutlets, thin sliced									
Strips									
Tenders							4.99	10 4.99	
Marinated Tenders	3.99 - 5.33	533 4.77		3.99	44 3.99				
Drumsticks	1.79	103 1.79		1.48	10 1.48		1.99	12 1.99	
Thighs									
Wings							1.99	12 1.99	
Necks									
Smoked Drumsticks									
Smoked Wings							1.99	43 1.99	
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	62 3.99					2.99	86 2.99	
Sausage	3.27 - 3.99	645 3.91					3.99	42 3.99	
85% lean	2.53 - 3.50	921 3.06		2.66 - 3.29	234 2.99		2.50 - 3.49	795 3.41	
93% lean	2.99 - 3.99	850 3.63					2.79 - 3.99	917 3.58	
Breast (99-100% lean)	4.99 - 5.99	356 5.18		4.98 - 4.99	475 4.99		4.89 - 4.99	82 4.94	
Rolls (frsh/frz 1 lb.)							1.67 - 3.50	428 2.52	
Specialty ^{5/}									
Patties							4.24	11 4.24	
93-94% lean	3.29	112 3.29					3.99 - 5.99	156 4.52	
Breast							4.99	10 4.99	

Source: USDA Livestock, Poultry, & Grain Market News;

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2 of 7

<http://www.ams.usda/market-news/livestock-poultry-grain> :

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USDA National Retail Report - Turkey

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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Mar 12, 2021

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	6.1% of 4,900 sampled outlets			9.7% of 3,800 sampled outlets			53.5% of 1,300 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.6% of stores w/ no-price promotions			1.1% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 339			Activity Index = 631			Activity Index = 1,380		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh				2.99	24	2.99			
Frozen									
Split, bone-in									
Fresh							7.99	682	7.99
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties				3.50 - 3.99	285	3.70			
Sausage									
85% lean	3.28	17	3.28	3.50	89	3.50	2.99	16	2.99
93% lean				3.50 - 3.99	233	3.83	3.99	682	3.99
Breast (99-100% lean)	4.99	47	4.99						
Rolls (frsh/frz 1 lb.)	1.49 - 1.67	182	1.53						
Specialty ^{5/}									
Patties	4.24	13	4.24						
93-94% lean	3.99	56	3.99						
Breast	5.00	24	5.00						



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)		HAWAII (HI)			
Feature Rate ^{1/}	0.0% of 100 sampled outlets		0.0% of 100 sampled outlets			
Special Rate ^{4/}	0.0% of stores w/ no-price promotions		0.0% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 0		Activity Index = 0			
	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg		
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
GROUND TURKEY:						
Patties						
Sausage						
85% lean						
93% lean						
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties						
93-94% lean						
Breast						



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 03/12 thru 03/18.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Mar 12, 2021

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate ^{1/}	62.3% of 29,200 stores		62.9% of 29,200 stores		56.4% of 29,200 stores		73.4% of 5,500 sampled outlets			53.0% of 7,400 sampled outlets		
Activity Index 2/	43,505		43,251		34,594		Activity Index = 12,720			Activity Index = 7,115		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6,168	8.85	5,258	8.95	4,287	8.36	6.99 - 11.49	1,914	8.82	6.99 - 11.49	303	9.58
Private Brand	2,637	7.86	1,777	8.12	5,556	7.90	6.99 - 11.99	663	9.21	6.99 - 7.99	1,155	7.16
Category 2												
Processor Brand	1,611	6.10	2,316	6.52	2,407	6.38	4.99 - 6.99	749	6.35	4.99 - 5.99	196	5.94
Private Brand	1,714	6.20	2,549	5.63	2,633	6.41	5.49 - 6.99	1,400	6.21	6.99	71	6.99
Category 3												
Processor Brand	54	3.75	235	3.60	261	4.33				3.99	41	3.99
Private Brand	134	3.89	295	4.54	277	4.72						
Turkey Ham												
Processor Brand	168	4.31	582	4.19	396	3.90						
Private Brand	151	3.88			179	4.16	3.99	62	3.99			
Turkey Pastrami												
Processor Brand			357	4.09	108	4.88						
Private Brand	62	3.99			89	4.99	3.99	62	3.99			
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,339	8.77	2,416	8.76	1,651	8.13	6.98 - 10.99	1,091	8.72	6.99 - 8.99	67	8.44
Private Brand	1,451	8.03	2,419	8.03	558	8.64	6.99 - 8.49	1,115	7.96			
Category 2												
Processor Brand	1,125	6.72	260	6.11	1,333	6.15	6.99	828	6.99	5.79	39	5.79
Private Brand	304	6.41	1,149	4.99	737	5.88	6.99	118	6.99			
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	12,384	3.15	10,742	3.14	5,977	3.27	2.83 - 3.99	2,409	3.22	2.00 - 3.99	3,082	3.22
Private Brand	1,594	2.64	2,030	2.66	262	2.76	3.49	227	3.49			
Turkey 16 oz												
Processor Brand	2,487	4.73	2,932	4.94	1,801	5.86	6.49	16	6.49	5.99 - 6.49	462	6.00
Private Brand			102	4.27								
Chicken 7-10 oz												
Processor Brand	7,528	3.35	5,802	3.40	5,820	3.29	2.99 - 3.99	1,839	3.34	2.50 - 3.99	1,699	3.56
Private Brand	1,594	2.64	2,030	2.66	262	2.76	3.49	227	3.49			

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Livestock, Poultry, & Grain Market News;

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5 of 7

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	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	68.5% of 6,100 sampled outlets			52.8% of 4,900 sampled outlets			64.2% of 3,800 sampled outlets			73.2% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 10,290			Activity Index = 5,288			Activity Index = 6,212			Activity Index = 1,797		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6.99 - 10.99	1,044 8.62		6.99 - 9.99	1,729 8.96		9.49 - 12.99	476 9.83		6.99 - 7.99	702 7.97	
Private Brand	7.99 - 10.99	399 8.40		7.99	62 7.99		6.99	358 6.99				
Category 2												
Processor Brand	4.99 - 6.99	533 6.00		4.99 - 5.99	68 5.84		4.29	54 4.29				
Private Brand	4.99 - 5.99	212 5.73		6.99	31 6.99							
Category 3												
Processor Brand							2.99	13 2.99				
Private Brand				2.99 - 4.79	134 3.89							
Turkey Ham												
Processor Brand							3.29 - 4.79	168 4.31				
Private Brand	3.99	12 3.99		3.59	67 3.59		4.99	10 4.99				
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 9.49	269 8.30		8.99	510 8.99		8.99	402 8.99				
Private Brand	7.99	201 7.99		7.49 - 7.99	62 7.80		11.99	25 11.99		7.99	48 7.99	
Category 2												
Processor Brand	5.99	258 5.99										
Private Brand	4.99 - 6.49	186 6.04										
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 4.99	2,918 3.14		2.00 - 3.99	1,867 2.97		2.19 - 3.99	1,808 3.15		2.19 - 3.98	261 3.03	
Private Brand	2.49	708 2.49					2.49 - 3.29	659 2.51				
Turkey 16 oz												
Processor Brand	3.99 - 5.99	869 4.24		4.99 - 5.99	141 5.72		3.99 - 6.99	297 5.19		3.99	682 3.99	
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.00 - 4.99	1,973 3.28		2.00 - 3.99	617 3.25		2.19 - 3.99	1,283 3.23		2.19 - 3.98	104 3.32	
Private Brand	2.49	708 2.49					2.49 - 3.29	659 2.51				

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

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6 of 7

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	24.0% of 100 sampled outlets			43.8% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 27			Activity Index = 56				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand	6.99	11 6.99						
Private Brand								
Category 3								
Processor Brand								
Private Brand								
Turkey Ham								
Processor Brand								
Private Brand								
Turkey Pastrami								
Processor Brand								
Private Brand								
SERVICE DELI - Chicken								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI (dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	2.83 - 3.50	13 2.98		2.00 - 3.59	26 3.03			
Private Brand								
Turkey 16 oz								
Processor Brand				6.99	20 6.99			
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.50	3 3.50		2.00 - 3.50	10 2.90			
Private Brand								

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

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